

COMMUNITY MEDIA REVIEW

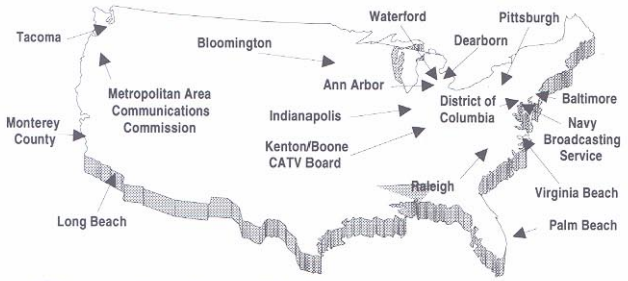
Plugging into New Outlets

Profiles in Community Media

The Journal of the Alliance for Community Media
Volume 17, No. 3

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MAY/JUNE 1994
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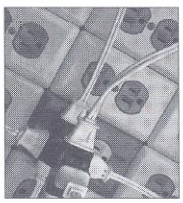
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Cover rendering: John Haafke Photographics, Inc.

Get in touch with your community

with the

Interactive Video Bulletin Board



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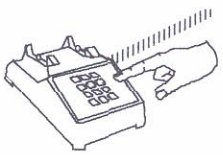
- *Lets viewers choose what they see.*
- *Handles up to 999 topics of any length.*
- *Prints reports of what viewers choose.*
- *Typically receives 1,000 requests/day.*
- *Gives documented proof of viewership.*
- *Uses PC word processor files as input.*
- *Fast, easy setup and maintenance.*











What current owner-operators say about the *Interactive Video Bulletin Board:*



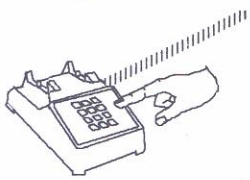
"I can watch it taking calls from my office, and know that we're serving the community. The feedback helps us understand our viewing audience's likes and dislikes."

-David Vogel, General Manager, Community Television of Knoxville



"The system is amazing in its simplicity and power. It involves the viewing audience directly and documents every phone call it receives. It helps make us indispensable to the community."

-Fred Thomas, Executive Director, Fairfax Cable Access

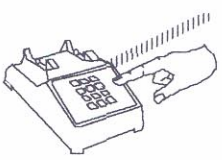






"Since installing the Interactive Video Bulletin Board, we've gotten more interest and participation from non-profits than we had in the last 10 years. It's less work, more effective, and it's fun for viewers to use!"

- Lynn Carillo-Cruz, Executive Director, Quote...Unquote, Albuquerque





"It's the lowest-cost, highest-impact service we offer to local non-profits. During September...participating organizations reported that an average of 65% of their calls resulted from viewership of the Interactive Video Bulletin Board."

- Barbara Popovic, Executive Director, Chicago Access Corporation







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FROM THE CHAIR

The Glasnost Booth

By Anthony Riddle

I recently had the fortune to attend a conference at the Aspen Institute in the woods off Chesapeake Bay, Maryland. It was formally called, the **Working Group on Radio and Television Autonomy and the State.** It was sponsored by the Carter Presidential Center and the Markel Foundation. The working group brought together high level representatives from all manner of experts on media: from CNN, to the BBC, from University professors to foundation fellows, from WBLS in Harlem to the CPB to the American Association of Advertising Agencies. Together we met with our counterparts from the Newly Independent States of the former Soviet Union.

They have the task – the opportunity – to totally redefine the relationships of media and power and the community. And I had the opportunity to race into this relative vacuum, to force a shift in perspective before the concrete set solid. It was not easy, but I am, as you are, a missionary on a mission.

Problem One is, the Soviets are in awe of the technical capability of our broadcast systems. There is an element of shattered ego, a need to look beautiful before the world. And western broadcast media has determined the values of the beauty contest.

Problem Two is that our major program producers and our advertisers are also racing into the breach to provide them with cultural models via programs and insisting to them that a better life for their people can be theirs if they will just open their minds to our commercials.

Everything was top-down communications. They were on the verge of creating a media system which substituted the rule of profit for the rule of the Politburo. Central, powerful, unapproachable. Talk about central control. . .they came from a situation in which all broadcast communications passed through one room and were connected to a switch by which an unseen hand could make all the TV screens go blank at once!

I was something of a nuisance. I emphasized that if they never wanted to go back to this again, they needed two things: A people who had the means to create their own programming and a decentralized, redundant means to distribute that programming to each other and the world. Twenty-five different ways I said that. Yet, it was hard to pull so many people in such a new direction.

Then something amazing happened. They showed a tape of experiments in freedom they had tried. It seems they had little money for production, so they set up a camera in a booth in Kiev at the site of a demonstration. People, ordinary Russians would walk into this darkened booth. A light would come on. The camera would roll tape. They would talk about anything: The Bible, loss of a loved one, love of the Czar, graft in government. Two kids came in and complained that before Perestroika, their parents would give them a Ruble and the two of them could go to a movie and buy a candy and drink, but that now a Ruble was worthless. "You must think of the children!," the taller one cried, "Have mercy on the kids, we are bored!"

And I jumped up laughing and cried out, "This is what I mean! This is Access! Let the people speak. Let them know freedom without fear. Let them hear each other. Bring us the tapes and let us hear them without a narrator."

Decades ago, Aldus Huxley stated, in a foreword to his book *Brave New World,* "To deal with confusion, power has been centralized and government control increased. It is probable that all the world's governments will be more or less completely totalitarian before the harnessing of atomic energy; that they will be totalitarian after the harnessing seems almost certain. Only a large-scale popular movement toward decentralization . . can arrest the present tendency . . At present there is no sign such a movement will take place."

That we in the access community represent such a counterbalancing movement is without a doubt. We give a free-thinking people the means to speak for themselves. We provide the means for them to define the world in their own terms, rather than those of otherwise who would control them. It is not a philosophy of the Left or Right, but a philosophy of Freedom which we protect.

In this sense, we protect the First Amendment with the spirit of the Second: A well-regulated militia, being necessary to the security of a free State, the right of the people to keep and bear arms, shall not be infringed. Our militia is community. Their arms are cameras, cable access channels, a free press, computer networks and, most importantly, the ability to define their world in their own terms. This is the first means, the true means by which Americans and other free people in the world protect their freedom. And we must be steadfast in our defense of these tools.

In a conversation towards the end of the meeting, several working group members had seriously proposed that one of the best immediate actions we could take would be to scatter 3000 camcorders into the hands of citizens of the Newly Independent States. Hmmmm. . .gaia@mtn.org

Anthony Riddle is chair of the Alliance for Community Media. He is executive director of the Minneapolis Television Network, 125 SE Main St., Minneapolis, MN 55414. Telephone 612/331-8576, fax 612/331-8578, email mtn@MR.NET

Alliance Testifies on Behalf of Senate Bill 2195

The following outline is a summary of testimony delivered June 22, 1994, by Alliance for Community Media Chair Tony Riddle, on Senate Bill 2195, "The National Public Telecommunications Infrastructure Act of 1994," before the United States Senate Communications Subcommittee of the Committee on Commerce, Science and Transportation.

You can find ASCII text of the Alliance's testimony in the file section of the Alliance BBS. "BILL.TES" is the file name. To connect, set your computer's modem to 300, 1200, or 2400 baud, 8 bits, 1 stop bit, no parity, and call 217/359-9118.

The Track Record: 20 Years of Community Speech

➤ Over 1.2 million people volunteer at the 3,000 public, educational and governmental (PEG) access centers represented by the Alliance for Community Media.

➤ Community groups and individuals produce over 20,000 hours of new programs on cable television each week, more than the output of all broadcasters combined.

Diverse Programs through Access Center Training and Outreach

➤ African Americans, seniors and youth provide programming, along with diverse language communities including Spanish, Vietnamese, Farsi and Portuguese.

➤ In Chicago, over 2,000 non-profit groups from HIV/AIDS education groups to school reform organizations have used access channels. There are 8,000 non-profits in Chicago,

continued on page 8

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CMRD Coming Soon

Publication of the new *Community Media Resource Directory* has been backed up to this fall to allow greater participation from the hundreds of organizations who received surveys.

Funded by a grant from the MacArthur Foundation, the directory is an updated and restructured version of the Alliance's popular *Cable Programming Resource Directory*, last published in 1987.

The new directory will offer extensive reference for community media users, access producers, nonprofits, telecommunication regulators and policy makers. A major aspect of the project will be the creation of an electronic database for retrieval and updating.

Those organizations still holding surveys are asked to respond as quickly as possible to be included in the directory.

Labor Access Survey

Longtime access producer and supporter Sally Alvarez, currently on the faculty of Bennett College in Greensboro, NC, is conducting a survey about the use of cable access by the labor movement.

If you are involved in labor programming of any kind, past or present, in any capacity, and have not already been sent a survey, please contact Sally before August 15. The survey only takes a few minutes to complete, and the results could benefit both the labor movement and access. Contact her at 612 Whittier Dr., Greensboro, NC 27403. Telephone 910/299-7960.

Suggested Reading

The Spring 1994 issue of the Phi Kappa Phi Journal includes two articles on the so called "Information Superhighway" which everyone in access should read. Volume XXIV, No. 2 of their "National Forum" has an article by Congressman Rick Boucher (D-VA) and another by Professor/Author Herb Schiller offering different views on the recent legislative turns of this road.

Representative Boucher points out several potentials of the national information infrastructure and touts his bill to hurry its development. Professor Schiller points out the lack of consideration given to public interest needs as our federal government prepares to dole out our national telecommunications resources to the highest corporate bidders.

Barry Forbes Named Alliance Executive Director

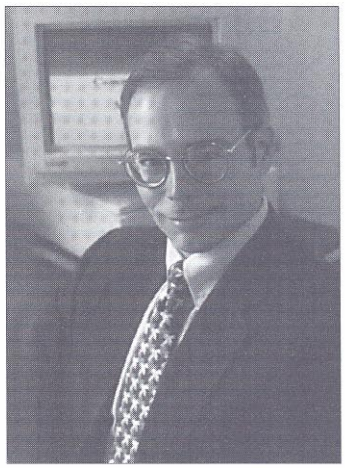
Barry Forbes has been named Executive Director of the Alliance for Community Media. The national board of directors selected him at its May 20 meeting in Washington, DC. He succeeds T. Andrew Lewis.

Barry has combined a professional career in public broadcasting with community activism in public service. He began a professional fundraising career in 1979 at public television and radio station WGBH in Boston, then raised funds for WMFE-TV/FM in Orlando and WAMU-FM in Washington, DC. He served as fundraising and management consultant for over 150 public radio stations at the non-profit Development Exchange beginning in 1988, became General Manager of Pacifica Foundation's Houston station KPFT in 1992, and created Pacifica's computer and satellite Interconnection Project in 1994.

His experience in public broadcasting lead to his election as a member of the Board of Directors of the National Federation of Community Broadcasters and to his participation as a Technical Reader for the Corporation for Public Broadcasting's Station Development Fund grant program for the past three years.

Barry has been active on the boards of the Central Florida and Washington, DC chapters of the National Society of Fund Raising Executives; served as the founding president of the Fairfax Lesbian and Gay Citizens Association; became a district finance chair for the Fairfax County Democratic Committee; served as founder, executive producer and host of an award-winning weekly gay access TV show; and was an active board member of the Fairfax Cable Access Corporation.

He is a graduate of Colgate University and attended Rollins College of the Crummer Graduate School of Business.



"I come to the Alliance with four lessons learned from my experience both in community media and at a national membership organization. First, we must stay close to the needs and concerns of our members. Second, building bridges – rather than walls – between people and other organizations is the only way to survive and thrive. Third, we must evolve with our changing world – or we will wither away. And fourth, if you don't enjoy your work – why the hell bother. . . ?"

The Role of Telecommunications in Hate Crimes

A Report to Congress by the National Telecommunications and Information Administration earlier this year details the role of telecommunications in hate crimes and includes discussion of public access channels.

The report endorses the belief that more speech, not less, is preferable to increased government restrictions.

The 58-page report is available for $19.50. Call NTIA as 800/553-6847 for more information. Publication number is PB 94-100260.

Hometown Video Finalists Hail from 193 Cities

New York City lead all communities in *Hometown Video Festival* finalists this year, claiming 15 finalists from among 434 representing 193 cities in 33 states and four Canadian provinces.

Now in its 17th year, the Alliance's Hometown Festival is the largest awards competition honoring locally produced programs in the country.

Other cities contending for the distinction were Cincinnati, 11; Tucson, 11; Toronto, 11; Clearwater, FL, 10; Germantown, TN, 9; Washington, DC, 9; Fairfax, VA, 8; and Lawrence, MA, 8.

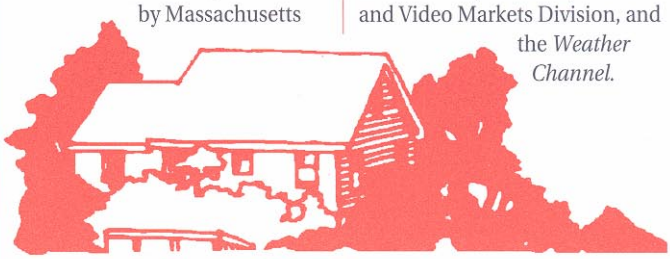
California lead all states with 60 finalists from 31 cities, followed by Massachusetts with 58 from 30 cities, and New York with 39 from 15 cities. A total of 1,800 entries were received.

Finalists were selected in 37 categories by 32 preliminary judging sites around the country. Final judging was held in Boston, MA.

Hometown winners will be announced and awards presented at an Awards Ceremony during the International Conference and Trade Show of the Alliance, July 21 in Honolulu.

Sustaining sponsors of the 1994 *Hometown Video Festival* include *Bravo, MultiChannel News, Cablevision* magazine, and *Cable World* magazine.

Category sponsors include Cablevision Systems Corporation, *The Discovery Channel*, 3M Audio and Video Markets Division, and the *Weather Channel*.



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Special Interest Groups

Special Interest Groups (SIGs) are organized by members sharing a common interest and desire to establish a network to communicate within and outside the Alliance.

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Sacramento, CA 95827
916/363-9153

Accessing the Alliance

Jobline. For access jobs across America, call 202/393-2653.

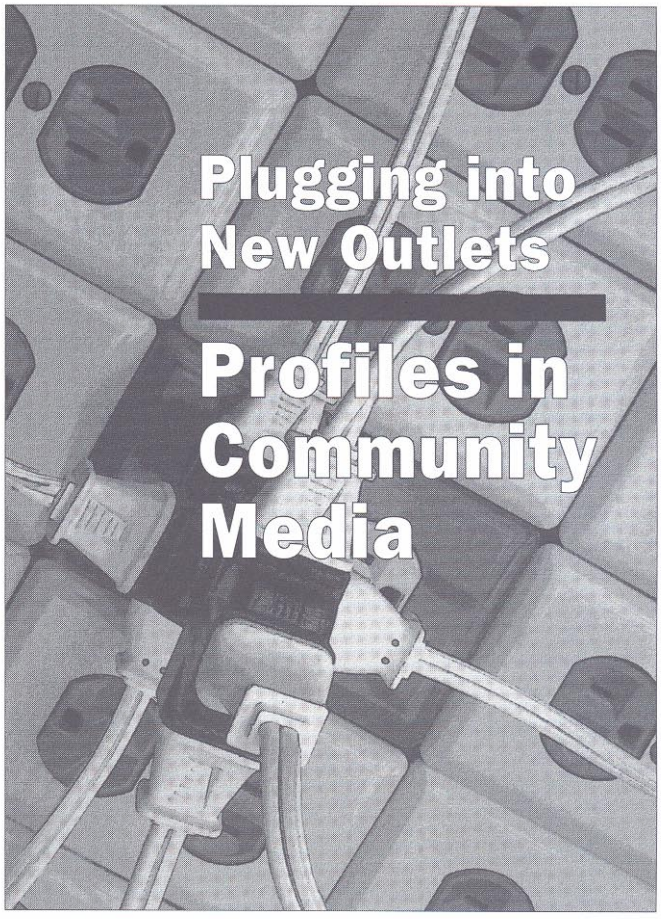
Bulletin Board. To connect, call 217/359-9118, and set your computer's modem to 300, 1200 or 2400 baud, 8 bits, 1 stop bit, no parity.

National Office. Call 202/393-2650, fax 202/393-2653, or write the Alliance at 666 11th St. NW, Suite 806, Washington, DC 20001-4542.

Address Changes. Please contact the national office at the address above for membership or CTR subscription address changes.

Community Television Review. Advertising and editorial, call 616/454-6663, fax 616/454-6698, or write CTR, 15 Ionia SW, Suite 201, Grand Rapids, MI 49503-4113.

This edition of CMR is devoted to those practitioners working to empower communities with access to media. As you will discover, Alliance members are not alone out 'there'. As we changed our name to the Alliance for Community Media and this journal to Community Media Review, we thought it only fitting that we zoom out and take a look at who our neighbors-in-spirit are. Several scores of surveys were sent out to like minded groups and inside you will find all the responses we received. Obviously we have missed some folks. Don't despair. We want to know who you are and encourage you to contact us for the survey and provide the details for future inclusion. For those who simply couldn't find the time to respond, we still want your info too. These are invigorating times as dozens of groups are coming together around legislation attempting to set aside 'public access lanes' on the information superhighway. Perhaps the sweet irony of this technological convergence is the concurrent convergence of people and organizations united in the common cause of democratic communication. This unity surrounding the National Information Infrastructure will hopefully carry over into ongoing community projects. Not only is the digital convergence of technology forcing us into the same bed, but the undercurrent of civic action, social space and media literacy challenges us to cooperate and communicate. As you consider the evolution from cable access to media access to community communication centers, we hope you will rub shoulders and minds with fellow travelers.



– Dirk Koning, Tim Goodwin, Heidi Mau

WANTED!
PRODUCERS FOR



Volunteers are wanted to produce segments for this national award winning show.

This video magazine features the stories and successes of people with developmental challenges such as mental retardation cerebral palsy and autism.

For more information call or write:
"GIVEN OPPORTUNITIES..."
ATTENTION MAGGIE LEE
4801 WEST PETERSON AVE SUITE 500
CHICAGO, IL 60646
(312) 282-2207

Winner of National Education Film and Video Festival Silver Apple
ACE Award Nominee
Intercom Video Festival Gold Plaque Award

LITTLE CITY FOUNDATION

GENERAL MANAGER

Austin Community Television, Inc.

ACTV, Inc. seeks General Manager of operations for its public access television facility. The person appointed will be responsible for physical plant management, television production resources, a staff of 23, a budget of over $700,000 which is dedicated to providing outreach, training and resource utilization for maximum community involvement in media communications. Must have proven ability to form and lead effective teams; must build strong coalitions with producers, community groups, nonprofit organizations and individuals; must be adept at analyzing process and procedures; must take the lead in recommending and implementing improvements. Video production experience desirable. Salary range: $28,000 - $33,000 depending on experience. Deadline for applications is August 5, 1994; start date is October 1, 1994. Equal opportunity employer.

Mail resume to: ACTV, Inc. Board of Directors,
1143 Northwestern, Austin, Texas 78702.
(512) 478-8600, Ext. 18.

Alliance Testifies on Behalf of S.2195

continued from page 3

85-95% with budgets under $100,000.

➤ Schools, libraries, hospitals and non-profit service organizations use community channels across the country.

Viewership: Large Audiences Finding

➤ A study of 78 cable TV markets with 2.7 million subscribers shows:
- 40% watch government meetings
- 37% watch local arts and community events
- 36% watch educational programming
- 35% watch sports
- 31% watch health and wellness programming

● A June, 1994 Chicago survey found that 92% of cable subscribers felt the access channel was of value to the community: freedom of speech was identified as the most important benefit, with 77% citing it as extremely or very important.

Value: Volunteers, Volunteers, Volunteers!

➤ In Austin, Texas, community groups and individuals provide volunteer and staff effort valued at 10 times the access center's budget.

● The Tucson, Arizona access organization provides services valued at $10.2 million, more than twelve times its budget.

● The Minneapolis Telecommunication Network annually serves 100 community groups, trains 500 residents, provides 20,000 hours of editing time and provides gavel-to-gavel political debate on a budgetless than a 15 second spot on the Super Bowl.

Key Aspects of S.2195

● Capacity set aside for a broad base of eligible public and nonprofit entities, including access centers, public broadcasters, governments, schools, libraries, and hospitals.

➤ Infrastructure fund for these entities to operate channels and provide training.

Conclusion

➤ Communication is a fundamental human right. Television and other electronic media are clearly the most powerful means of communicating in our age. The ability of a group or individual to maintain the basic right of effective communications is dependent on the ability to be an information provider as well as receiver. Through live, interactive television, and through interface with local computer networks, access centers are taking the next step in providing community dialogue with today's technology. As new technologies develop, with the assistance of S. 2195, the Alliance looks forward to expanding the methods and the geographic areas in which community dialogue travels.

➤ S. 2195 guarantees public access to advanced telecommunications networks. It promises interconnectivity — citizens with governments, schools with libraries, health care providers with the sick, teachers with students and beyond. S. 2195 guarantees that all Americans regardless of race, income, or class will have access and the opportunity to fully participate in the information age and the 21st Century.

The Alliance maintains a Public Policy Initiatives fund to help defray costs in supporting community media minded legislation, such as S.2195, and litigation in defense of community media. If you or your organization can contribute to these efforts, please contact Alliance Public Policy Committee Chair Alan Bushong at Capital Community Television, 585 Liberty St. SE, Salem, OR 97301. Telephone 503/588-2288, fax 503/588-6424.

Founded 1976 **Barry Forbes, Executive Director**

Alliance for Community Media

In order for democracy to flourish, people must be active participants in their government, educated to think critically, and free to express themselves. The mission of the Alliance for Community Media is to advance democratic ideals by ensuring that people have access to electronic media, and by promoting effective communication through community uses of media.

Formerly the National Federation of Local Cable Programmers, the Alliance for Community Media is a nonprofit, national membership organization representing 3,000 access centers and 1.2 million volunteers who provide public, educational and governmental (PEG) access television across the United States. Community groups and individuals use PEG channels each week to produce over 20,000 hours of new programs, more than the output of all broadcasters combined.

Annual memberships are $25 volunteer and $35 staff for organizationally affiliated individuals; other individual memberships are $30 advocate, $75 professional (salaried), $120 patron, or $1,000 life; organizational memberships are $75 (revenues under $10,000), $175 (revenues $10,000 – $100,000), and $275 (revenues over $100,000).

Members receive subscriptions to the bi-monthly journal Community Media Review, a bi-monthly newsletter the Medium, and regional newsletters (where available); discounts on all publications and videotapes; special rates to the national convention and regional conferences; information and referral service; annual membership directory; and access to the Alliance bulletin board system. Additionally, organizational members receive special rates on music libraries; low cost rates on cablecast errors and omissions, workers compensation, equipment and general liability insurance; and convention discounts.

Publications include *Community Media Review,* a bi-monthly journal; the *Medium,* a bi-monthly newsletter; the *Community Media Resource Directory;* an annual membership directory; and numerous other reference, resource and video materials.

The Alliance holds an annual convention and trade show, scheduled for July 20-23, 1994 in Honolulu, Hawai'i, and set for Boston, MA in July 1995; and twice yearly regional conferences around the United States.

Notable recent successes include a successful challenge to the censorship provisions of Section 10 of the 1992 Cable Act, in collaboration with the Alliance for Communications Democracy and People for the Way (currently under review by the full Appeals Court).

Alliance for Community Media
666 11th Street NW, Suite 806
Washington, DC 20001-4542
202/393-2650 voice
202/393-2653 fax/jobline
217/359-9118 bbs
Barrybbbb@aol.com

Founded 1990 **Sam Behrend, President**

Alliance for Communications Democracy

The Alliance for Communications Democracy mission is to increase awareness of community television through educational programs and participation in court cases involving franchise enforcement and constitutional questions about access television.

Voting membership is open to non-profit access operations for an annual contribution of $3,000 and includes detailed reports on current court cases threatening access, pertinent historical case citations, copies of all briefs and enclosures, and other Alliance activities. Non-voting memberships are Associate at $2,500 annually, which includes copies of all briefs and reports; Supporter at $500, which includes copies of all reports and enclosures; and Subscriber at $350, which includes copies of all reports.

Publications include Alliance for Communications Democracy reports as issued.

The ACD holds its annual meeting at the annual Alliance for Community Media national convention and is open to all.

Notable successes (so far) include a challenge to Section 10 of the 1992 Cable Act and other successful court interventions and filings.

Alliance for Communications Democracy
c/o TCCC
124 E. Broadway
Tucson, AZ 85701
602/624-9833 voice
602/792-2565 fax
73441.1022@ compuserve.col

Association of Independent Video & Filmmakers

Association of Independent Video & Filmmakers (AIVF)
625 Broadway, 9th Floor
New York, NY 10012
212/473-3400 voice
212/677-8732 fax
aivffivf@aol.com

Founded 1974 **Ruby Lerner, Executive Director**

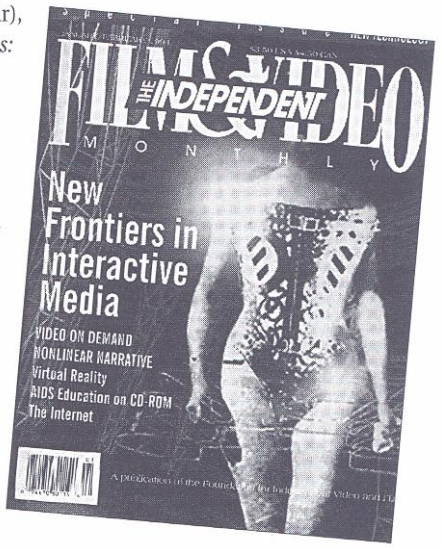
AIVF is the largest membership organization for independent media makers in the United States, providing advocacy, information resources, publications, and other services to the membership and the field.

Memberships begin at $25 a year, student; $45 individual; $75 library; $100 nonprofit organizations; and $150 business/industry. Membership includes the monthly magazine, *The Independent*, and discounts on services, publications and health and production insurance.

Publications include *The Independent* (10 times a year), the *AIVF Guide to Film Festivals*, and *Alternative Visions: Distributing Independent Video*.

AIVF holds its annual membership meeting every April in New York City.

AIVF advocacy has resulted in the creation of ITVS; IRS tax reporting requirements were revised; Library of Congress changed copyright rules on films and videotapes; and the Screen Actors Guild contract was amended for low-budget productions.



World Association of Community Radio Broadcasters

World Association of Community Radio Broadcasters (AMARC)
3575 Boul. St. Laurent, #704
Montreal, Quebec
CANADA H2X 2T7
514/982-0351 voice
514/849-7129 fax

Founded 1983 **Evelyne Foy, Executive Director**

AMARC promotes development of community radio worldwide and promotes solidarity amongst people working in this area.

Memberships are $30 a year for radio or production groups, $150 for associations. Memberships are open to community radio stations, production groups and associations. Individuals are invited to join as associate members.

AMARC publishes *InteRadio* three times a year, a newsletter featuring news profiles of radio projects, technical tips, reviews and information about AMARC activities. AMARC also publishes conference reports and specialized publications.

AMARC holds a bi-annual international conference as well as regional conferences in Europe, Latin America and North America.

AMARC has members in more than 40 countries, building solidarity among groups working for the democratization of communication.

Founded 1991 **Jeffrey A. Chester, Executive Director**

Center for Media Education

The Center for Media Education is dedicated to educating the public about critical media policy issues. Established as the debate over the future of the media system began, CME has provided critical information and analysis on telecommunications issues and developments to the press, policy makers, nonprofit groups, and foundations.

A nonprofit organization, CME currently runs projects in three principal areas:

- Nonprofits and the Information Superhighway, which provides analysis and support to the nonprofit community on information infrastructure issues.
- The Future of Media tracks and analyzes developments in communications, conducts research, and provides assistance to consumers.
- The Campaign for Kids TV engages in research and public education on behalf of children's needs in the electronic media. The campaign is the successor to Action for Children's Television.

People are invited to become members of CME's individual projects, specifically the Campaign for Kids TV and the Future of Media Project. Memberships are $25 regular; $50 sponsor; and $75 sustaining.

Publications include the Center's *InfoActive: The Telecommunications Monthly for Non-Profits* (10 times a year); *Cablewatch,* informing consumers of their rights under the new cable television law; and a number of reports, including *The Information Superhighway and the Reinvention of Television* (1993); *When Pulling the Plug Isn't Enough: A Parents' Guide to TV* (in association with Advocates for Children and Youth, and Ready At Five) (1993); and *A Report on Station Compliance with the Children's Television Act* (1992).

The Center was a principal co-founder of the Telecommunications Policy Roundtable; CME's work on the Future of Media led the FCC to develop a more consumer-friendly complaint procedure; its 1992 study on the failure of broadcasters to comply with the Children's Television Act led to Congressional oversight hearings and an inquiry at the FCC.

Center for Media Education
1511 K Street NW, Suite 518
Washington, DC 20005
202/628-2620 voice
202/628-2554 fax
cme@access.digex.net

Founded 1977 **Elizabeth Thoman, Executive Director**

Center for Media Literacy

The Center for Media Literacy believes that the mass media and popular culture are among the most powerful influences in our lives and in our communities today. Our mission is to help children and adults prepare for living and learning in a global media culture by translating media literacy research and theory into practical information, training and educational tools for teachers and youth leaders, parents and caregivers of children.

General membership is $35 ($40 in Canada, US $40 overseas) and is open to individuals and organizations. Benefits include a year's subscription to the Center's new magazine/newsletter, 10 per cent discount on resources from the Center's catalog, access to the our Media Literacy Telephone HelpLine, and the opportunity to participate in a growing network of people who are making a difference.



Institutional non-profit memberships range from $200 to $1,000 or more and include multiple copies of Center publications, VIP mailings on media literacy developments (future plans call for a fax network and electronic conferencing), 20 per cent discount on Media Literacy Workshop Kits ™ and videos from the Center's catalog, reprint permission to use action items in your own publications, and the opportunity to order additional 1-year subscriptions to the Center's magazine/newsletter.

The Center accepts additional tax-deductible contributions to support development of the media literacy movement and special projects of the Center.

Publications include the quarterly *Connect,* a "reinvented" *Media & Values Magazine,* numerous print and video resources from its catalog. The catalog is available free.

Successes include developing and publishing a comprehensive collection of *Media Literacy Workshop Kits*™, the first media literacy curriculum resources to be published in the US.

Center for Media Literacy
1962 S. Shenandoah St.
Los Angeles, CA 90034
310/559-2944 voice
310/559-9396 fax
800/226-9494 membership/orders

Computer Professionals for Social Responsibility

Computer Professionals for Social Responsibility (CPSR)
PO Box 717
Palo Alto, CA 94302-0717
415/322-3778 voice
415/322-4748 fax
cpsr@cpsr.org

Founded 1981 **Kathleen Kells, Managing Director**

The mission of CPSR is to provide the public and policymakers with realistic assessments of the power, promise, and problems of information technology. As concerned citizens, CPSR members work to direct public attention to critical choices concerning the applications of information technology and how those choices affect society.

Projects undertaken by CPSR are based on five principles:

- We foster and support public discussion of, and meaningful involvement in, decisions critical to society.
- We work to correct misinformation while providing understandable and factual analysis about the impact of societal technology.
- We challenge the assumption that technology alone can solve political and social problems.
- We critically examine social and technical issues within the computer profession, both nationally and internationally.
- We encourage the use of information technology to improve the quality of life.

CPSR welcomes everyone who uses or is concerned about the role of information technology in our society. Memberships start at $20 for student/Low-income; $50 for basic, foreign and library/institutional; $75 regular membership; $200 supporting; $500 sponsoring; and $1,000 life member. Corporate memberships are also available.

Members are joining others to affect policymaking at the local, regional and national level. Benefits include access to an international network of people who can provide expertise and well-researched support for progressive positions concerning information technology policy; access to on-line information and discussion groups on key topics concerning the socially responsible use of information technology; the chance to participate in local and national work groups on issues of particular interest to you; a quarterly newsletter containing in-depth analysis of major issues as well as updates on CPSR activities and action alerts; and invitations and discounts to CPSR conferences and events, and discounts on publications.

In addition to publishing the CPSR quarterly newsletter, CPSR maintains a number of email lists focusing on various issues and projects, and offers on-line access to a library of CPSR materials accessible via Internet, listserv@cpsr.org.

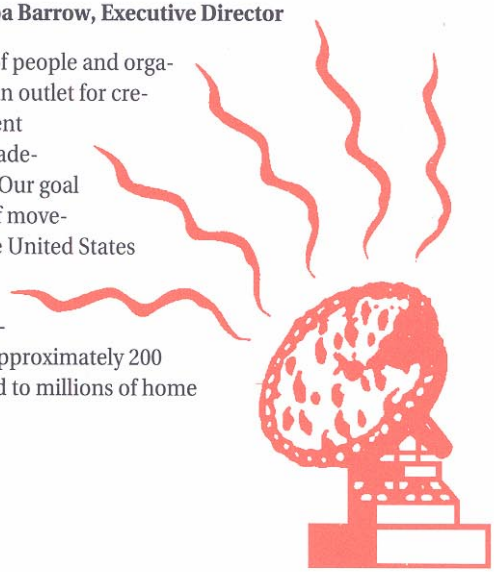
CPSR sponsors a number of national and local projects, serving as a catalyst for discussion and action on the NII, civil liberties and privacy, computers in the workplace, technology policy and human needs, and the reliability and risk of computer-based systems.

Deep Dish Television Network

Deep Dish TV
339 Lafayette St.
New York, NY 10012
212/473-8933 voice
212/420-8223 fax

Founded 1986 **Kai Lumumba Barrow, Executive Director**

Deep Dish TV aspires to build a network of people and organizations committed to using television as an outlet for creative grassroots, community and independent video addressing issues and perspectives inadequately represented by mainstream media. Our goal is to strengthen and increase the visibility of movements for social and economic justice in the United States and internationally.



Deep Dish provides a minimum of two 10-13 week seasons per year and is shown on approximately 200 cable systems, public broadcast stations and to millions of home satellite dish viewers nationwide.

Electronic Frontier Foundation

Founded 1990 **Jerry Berman, Executive Director**

Mission Statement: A new world is arising in the vast web of digital, electronic media which connect us. Computer-based communication media like electronic mail and computer conferencing are becoming the basis of new forms of community. These communities without a single, fixed geograhical location comprise the first settlements on an electronic frontier.

While well-established legal principles and cultural norms give structure and coherence to uses of conventional media like newspapers, books, and telephones, the new digital media do not so easily fit into existing frameworks. Conflicts come about as the law struggles to define its application in a context where fundamental notions of speech, property, and place take profoundly new forms. People sense both the promise and the threat inherent in new computer and communications technologies, even as they struggle to master or simply cope with them in the workplace and the home.

The Electronic Frontier Foundation has been established to help civilize the electronic frontier; to make it truly useful and beneficial not just to a technical elite, but to everyone; and to do this in a way which is in keeping with our society's highest traditions of the free and open flow of information and communication.

To that end, the Electronic Frontier Foundation will:

1. Engage in and support educational activities which increase popular understanding of the opportunities and challenges posed by developments in computing and telecommunications.
2. Develop among policy-makers a better understanding of the issues underlying free and open telecommunications, and support the creation of legal and structural approaches which will ease the assimilation of these new technologies by society.
3. Raise public awareness about civil liberties issues arising from the rapid advancement in the area of new computer-based communications media. Support litigation in the public interest to preserve, protect, and extend First Amendment rights within the realm of computing and telecommunications technology.
4. Encourage and support the development of new tools which will endow non-technical users with full and easy access to computer-based telecommunications.

Regular memberships are $40, students $20, sysops $10, and includes a subscription to the quarterly hard copy newsletter *Networks & Policy*; subscription to a biweekly electronic newsletter *EFFector Online*; online bulletins that report on the key legal, legislative and policy developments affecting online communications; and an online response mechanism to make members heard on key issues.

Print Publications include the quarterly newsletter *Networks & Policy*.

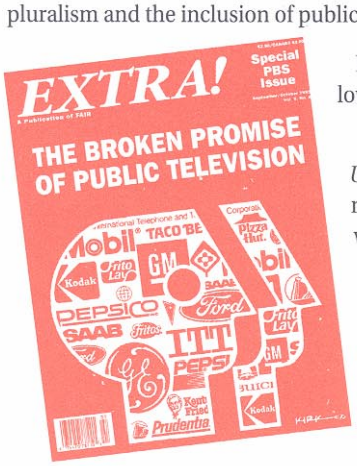
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Electronic Frontier Foundation (EFF)
1001 G Street NW, Suite 950E
Washington, DC 20001
202/347-5400 voice
202/393-5509 fax
eff@eff.org

Fairness & Accuracy in Reporting

Founded 1986 **Jeff Cohen, Executive Director**

FAIR is the national media watch group offering well-documented criticism in an effort to correct bias and imbalance. FAIR focuses public awareness on the narrow corporate ownership of the press, the media's allegiance to official agendas and their insensitivity to women, labor, minorities and other public interest constituencies. FAIR seeks to invigorate the First Amendment by advocating for greater media pluralism and the inclusion of public interest voices in national debates.



Regular memberships are $30 per year, $20 for seniors, students and low income, and includes a subscription to *EXTRA!*

Publications include *EXTRA!*, a bimonthly magazine, and *EXTRA! Update*, a bi-monthly newsletter. FAIR also does a weekly syndicated radio show heard on 70 stations, and is available on a sliding downward scale starting at $240 a year.

Successes include studies of The MacNeil/Lehrer Report and Nightline; special issues on women, racism, homophobia, youth and labor; and grassroots organizing around the Public Broadcasting Service.

Fairness and Accuracy in Reporting (FAIR)
130 W. 25th St.
New York, NY 10001
212/633-6700 voice
212/727-7668 fax
fair@igc.org

Independent Television Service

Independent Television Service (ITVS)
190 Fifth Street East, Suite 200
St. Paul, MN 55101
612/225-9035 voice
612/225-9102
itvs@maroon.tc.umn.edu

Founded 1989 **James Yee, Executive Director**

The mission of the ITVS is to bring public television audiences innovative programming that involves creative risks and addresses the needs of unserved or underserved audiences, particularly minorities and children through the funding of independent productions.

The ITVS makes a clear commitment to diverse programming of excellence that is insulated from political pressure and marketplace forces and available free to public television stations. Furthermore, the ITVS fosters increased opportunity for cooperation between independent producers and the public broadcasting system to promote original programming, ensure maximum carriage, and develop new audiences through independent production.

ITVS does not maintain a "member" structure. Requests for proposals are available free of charge and can be obtained by joining the mailing list (call 612/225-9035).

To be eligible for ITVS funding, one must be an independent producer of film or video who will maintain creative, editorial and budgetary control of the proposed program or represent a production entity, team or collaborative group who will maintain creative, editorial and budgetary control of the production. Additionally, applicants may not be a current signatory on an ITVS funded production and must be 18 years of age or older, a citizen of the United States or its external territories, or a legally registered resident alien.

The ITVS publishes *Buzzwords* quarterly, which is available free to all entrants to their mailing list.

ITVS holds quarterly board meetings which are open to the public. A schedule may be obtained by calling the ITVS offices. Additionally, ITVS staff representatives attend many conferences throughout the country which address independent media and/or public television.

As of June 1994, ITVS has supported 70 single programs, six series and one music special. Two calls for entries are currently under consideration by peer panels and will yield another significant group of productions funded. Many ITVS productions have won top awards at film/video festivals, have achieved domestic and internationally critical acclaim and several have been broadcast in virtually every television market to millions of viewers nationwide.

Media Alliance

Media Alliance
c/o WNET
356 W. 58th St.
New York, NY 10026
212/560-2919 voice
212/560-6866 fax
mediaall@tmn.com

Founded 1979 **Mona Jimenez, Executive Director**

Media Alliance is a non-profit organization dedicated to advancing the independent media arts in New York State. Members include media arts centers, distributors, museums, libraries, educational institutions, and cable access and public television programmers, independent artists and others who are involved in the electronic media arts – including video, audio, radio, holography, computers and film.

Media Alliance works for the development of the media arts field by: expanding resources, support, and outlets for electronic and related media arts; facilitating networking and sharing of information about issues and opportunities affecting the membership; and providing programs and services which directly respond to issues confronting the field.

Media Alliance strives to stimulate increased public and private subsidy for the media arts in New York State; to provide forums and conferences at which members can share information and debate issues; to realize the democratic potential of the media arts for makers and audiences by increasing access to production resources, exhibition and distribution outlets, and education systems; to further the impact of media arts on communities by assisting media arts administrators and artists in mastering the skills of organization, communication, marketing, and management; to serve as an advocate on issues affecting the membership in policy-making arenas; and to elicit and embody the experience and imagination of the New York State media arts community in all its diversity.

Membership categories include affiliate at $20 yearly for students and others with low incomes and includes a subscription to the Media Alliance's newsletter, *Media Matters*, information and referral, and discounts on mailing lists; individual at $30, includes affiliate benefits plus discounts on conferences,

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Media Democracy in Action

Established 1994 **An 11 member governing council with a four member coordinating committee providing direction.**

Members: Association of Independent Video and Filmmakers (AIVF); Alliance for Community Media; National Alliance for Media Arts and Culture (NAMAC); National Federation of Community Broadcasters (NFCB); National Coalition of Independent Public Broadcasting Producers (NCIPBP); Independent Television Service (ITVS).

Media Democracy in Action is a national consortium of independent and community media service organizations advocating for equity, access and freedom of expression in policy and funding for a culturally diverse society.

The mission of the MEDIA consortium is to bring together national membership organizations for independent and community media producers to combine their resources and, jointly, to gather additional resources in order to represent their members fully in the national and regional arenas of telecommunications and media policy.

Member costs/benefits: Member organizations benefit by the increased visibility and influence of the coordinated public policy efforts of the consortium. Members provide modest funding and collectively develop funding proposals.

Qualifications for membership: Organizations may apply for membership if 1) their mission is consistent with MEDIA's mission, 2) they represent a national or regional membership, and 3) they are active in public policy work.

Publications: Member publications include *The Independent* (monthly) AIVF; *Community Media Review* (bimonthly), *Medium* newsletter (bimonthly), and *Community Media Resource Directory*, Alliance for Community Media; *The MAIN* (monthly), *Member Directory*, NAMAC; *Community Radio News* (monthly), *Annual Member Directory*, *Audiocraft-Audio Production* textbook, and *Public Radio Legal Handbook*, NFCB.

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Media Democracy in Action (MEDIA)
Temporary Address:
NAMAC
655 13th Street, Suite 201
Oakland, CA 94612
510/451-2717 voice
510/451-2715 fax

Media Network

Founded 1979 **Don DeRosby, Executive Director**

Media Network is a national membership organization committed to the development and use of alternative media to promote social change. Founded on the belief that media plays a vital role in shaping perceptions of ourselves and our society. Our community includes media producers, educators, activists and concerned viewers who use progressive independent film and video to educate and organize around contemporary social issues.

Individual memberships are available at $35 regular, $50 supporter, and $100 sustainer. Organizational memberships are $50 regular, $100 supporter, and $250 sustainer.

Members receive four issues a year of *ImMEDIAte Impact*, Media Network's newsletter on social change media, including extensive listings of hard-to-find videos and media resource organizations; eligibility for Media Network's fiscal sponsorship program, which extends Media Network's tax exempt status to independent social issue film/video projects and offers assistance in project development, fundraising, production and distribution planning; free access and information about Media Network's media literacy workshops, which teach successful strategies for using media for education and outreach; and free issues of upcoming media guides on contemporary social issues.

Media Network holds media literacy workshops on how to use media to talk about AIDS, Seeing Through AIDS, and screenwriting workshops. It is the largest fiscal agent for social issue media producers in the nation. The media literacy program trains over 1,800 healthcare workers a year on how to use videotapes in their AIDS education and counseling work. Media Network also acts as a catalyst for media activism, referring community participants to low cost media resources.

Media Network
39 W. 14th Street #403
New York, NY 10011
212/929-2663 voice
212/929-2732 fax

Media Working Group

Founded 1987 **Fred Johnson, Chair**

Media Working Group is a non-profit media education and production group providing media education workshops and curriculum development for schools, universities, labor unions, adult and community education sites, social service agencies, media centers and business. Media Working Group's Cyberschool is a traveling communications/education institute dealing with "new technologies, public interest vision of new telecommunications, the community media center, cultural diversity in community media, new information infrastructure, and media arts education."

Membership is made up of invited media education professionals and independent media arts producers.

Media Working Group is planning conferences on Media Arts-Cultural Industries and Local Economic Development in April 1995, and on Media Education and Education Reform in May 1995.

Media Working Group, Inc.
816 Greer Ave.
Covington, KY 41011
606/581-0033 voice
606/581-0009 fax
media@igc.apc.org

National Alliance for Media Arts & Culture

Founded 1980 **Julian Low, National Director**

NAMAC is an association of organizations and individuals dedicated to building a broad, common vision of diversity and equity, decentralization and participation in the media arts – audio, video, film and other sound and image technologies.

Individual memberships are $30; organizational membership ranges from $50-$250 based on budget. Membership includes a subscription to the *MAIN Newsletter* and *Travel Sheet*; subscription to the NAMAC Member Directory (free to organizations, 50% to individuals); a profiled listing in the Member Directory; discounts on the NAMAC mailing list; timely mailings on topics in the field; and discounted conference fees.

Publications include the monthly *MAIN, Travel Sheet Newsletter,* and a biennial Membership Directory.

NAMAC holds an annual conference.

National Alliance for Media Arts & Culture (NAMAC)
655 – 13th Street
Oakland, CA 94612
510/451-2717 voice
510/451-2715 fax
namac@aol.com
namac@tmn.com

Founded 1980 **Bill Squadron, President**
Renee Winsky, Administrative Officer



NATOA is an association of telecommunications officers, advisors, and professionals, created to foster, protect, and represent the public interest in telecommunications through local governments.

Individual memberships are $225, open to any professional who is elected, appointed or employed by a local, state or regional authority engaged in the regulation or administration of any telecommunications/cable systems. Individuals qualify for all discounts, all mailings and the Directory, and have voting rights on all NATOA business and policy matters. Agency memberships are $300 for cities with less than 50,000 population, or $400 with more than 50,000 population. Open to any department, agency, commission, board, consortium, or video production facility sanctioned by a local, state or regional authority, which regulates, manages, plans, or administrates telecommunications or cable systems. Includes the same benefits as individual members including up to five copies of all mailings upon request. Associate memberships are $175 for non-profits, $400 for profit-making ventures and is open to any individual consultant, planner, staff member, producer or participant of a telecommunications organization who does not qualify for individual membership or who wishes to join under a lower dues structure. Associates qualify only for discounted rates on conferences and publications and receive *NATOA News Quarterly.* Student memberships at $75 open to individuals attending an institution of higher education and involved in the research of telecommunications issues. Student and associate members do not receive *NATOA News Flash,* Action Alerts, voting rights or copies of the Directory.

National Association of Telecommunications Officers & Advisors (NATOA)
An affiliate of the
National League of Cities
1301 Pennsylvania Ave., NW
Washington, DC 20004
202/626-3160 voice
202/626-3103 fax

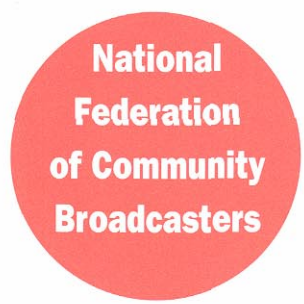
Member benefits include public policy advocacy and lobbying; education and training; information services; membership networking and assistance; promoting access to local government through telecommunications.

Publications include *NATOA NEWS Flash* monthly, *NATOA NEWS Quarterly;* yearly Directory of Membership; Action Alerts as needed; a Rate Regulation Kit; and the Local Officials Guide to the 1992 Cable Act.

NATOA holds an annual conference, scheduled this year for September 19-22 in Sparks/Reno, Nevada.

Notable successes include documents filed in several FCC proceedings, on behalf of local governments, in order to influence the development of FCC rate regulation rules and national cable consumer service standards. Their 1993 annual conference was attended by some 500 people.

Founded 1975 **Lynn Chadwick, President and CEO**



The mission of the NFCB is to provide technical assistance, services and representation to the member community radio stations and the field.

Membership fee for participant members is based on 1% of cash operating budget and is open to organizations holding a non-commercial radio broadcast license and community control of programming. Associate memberships are open to anyone and available on a sliding scale.

NFCB publications include the monthly *Community Radio News,* the *Public Radio Legal Handbook,* and the *Audiocraft Production Textbook.*

National Federation of Community Broadcasters (NFCB)
666 11th St. NW, Suite 805
Washington, DC 20001
202/393-2355 voice
nfcb@aol.com

NFCB holds an annual Community Radio Conference. Its 1995 conference is slated for February 24-26, 1995 in Albuquerque.

National Telemedia Council

National Telemedia Council, Inc. (NTC)
120 East Wilson St.
Madison, WI 53703
608/257-7712 voice
608/257-7714 fax

Founded 1953 **Marieli Rowe, Executive Director**

The National Telemedia Council is a nonprofit educational organization which promotes media literacy for children and youth through teachers, librarians/media specialists, parents and other caregivers, media professionals, researchers, and others. NTC links and supports their efforts to help our young people to be "in", rather than "under" the control of the media they consume.

NTC is a clearinghouse and center for media literacy education. NTC connects members to educators and specialists, events, services, research, and bibliographic information. Many of these resources are virtually inaccessible except through the NTC clearinghouse.

Individual memberships are $30 basic; $50 contributing; and $100 patron. Organizational members are $40 schools; $60 organizational/library; and $500 corporate. Overseas add $10 for Canada and Mexico, add $15 outside of North America.

Members receive *TELEMEDIUM*, educational materials, and reduced fees for Media Literacy Clearinghouse research, conferences and consultations.

The NTC publishes *TELEMEDIUM, The Journal of Media Literacy*, three times a year, and other materials through the NTC Media Literacy Clearinghouse and Center.

The NTC holds conferences, workshops and consultations as possible, not necessarily annually (could be less or more frequent).

Notable successes include KIDS-4 Children's Channel in Sun Prairie, WI, a cable channel for and by children aged 9-13, which was developed by NTC in the late '70s and is now self-sufficient; the International "Kids-to-Kids" Satellite Interconnect in 1981, a KIDS-4 to/from Brisbane, Australia; and is currently developing the Media Literacy Clearinghouse and Center.

Paper Tiger Television

Paper Tiger Television
339 Lafayette Street
New York, NY 10012
212/420-9045 voice
eisenmen@gandalf.rutgers.edu

Founded 1981 **Linda Iannacone, contact**

Paper Tiger TV is a weekly public access television series which is produced by a volunteer collective of media artists and activists. The series presents media critiques and analysis of the role of mainstream media on social and political life.

Paper Tiger TV "looks at the communications industry in all of their forms. The power of mass culture rests on the trust of the public. This legitimacy is a paper tiger. Investigation into the corporate structures of the media and critical analysis of their content is one way to demystify the information industry. Developing a critical consciousness about the communications industry is a necessary first step towards democratic control of information resources." – from the Paper Tiger Manifesto



Involvement in the PTTV production collective in New York City is open and free. Those interested in the mission of Paper Tiger TV should contact the office staff.

Publications include *ROAR: The Paper Tiger Television Guide to Media Activism.*

Recent successes include video series on the Whitney Biennial and the 1993 "Gulf Crisis TV Project; and the 1991 community recipient of the Wexner Art Center Media Arts Residency.

Kate Kane, Steering Committee Coordinator

Union for Democratic Communications

The Union for Democratic Communications is a group of communication researchers, educators, media producers, policy analysts and activists. It is dedicated to the critical study of the communications establishment and its policies; to the production and distribution of democratically controlled and produced media; and to the development of democratic communications systems at the local, regional, national and international levels.

Membership is open to anyone. Dues are $10 student/low income; $30 regular; $50 sustaining; and $45 household (two names, one newsletter). Members are entitled to the newsletter, a membership directory, and member rates at UDC conferences.

The UDC publishes *The Democratic Communiqué* three times a year in Spanish, French and English.

The UDC holds a conference every year to year-and-a-half. In December 1993, the UDC conference was held at the International School of Film and Video outside Havana, Cuba. Their next conference will be March 1995 in Austin, Texas.

Recent successes include survival and the Cuba conference.

Union for Democratic Communications (UDC)
Department of Communication
DePaul University
2320 N. Kenmore
Chicago, IL 60614
312/362-5434 voice
312/362-5811 fax
COMKFK@DePaul.edu

Founded 1990 **Lavinia Mohr, Secretary General**

Vidéazimut

Vidéazimut is an international non-governmental coalition promoting audiovisual communication for development and democracy. It brings together people from the world of independent and alternative video and television from every continent. Its members act to promote the democratic practice of communication and to broaden the participation by communities and movements from the North and the South in sound and image production. The coalition acts through the creation of fora for debate and exchange amongst the many diverse participants in this broad movement.

Membership is open to groups and individuals who share and actively pursue the goals and principles of the coalition.

Publications include *Clips*, published three times a year and available at US $10 a year for countries from the North, or US $5 a year for countries from the South.

Notable successes include the recent New Technologies Symposium in New Delhi and its Declaration of Principles asserting communication as a "right of peoples, of communities and individuals".

VIDÉAZIMUT

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3680 rue Jeanne-Mance,
bureau 430
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H2X 2K5 Canada
514/982-6660 voice
514/982-6122 fax
videaz@web.apc.org

The Benton Foundation

The Benton Foundation
1634 I Street NW, 12th Floor
Washington, DC 20006
202/638-5770 voice
202/638-5771 fax
benton@benton.org

Founded 1980 **Larry Kirkman, Executive Director**

Karen Menichelli, Associate Director
Andrew Blau, Director of the Communications Policy Project
Susan Bales, Director of Children's Programs

The Benton Foundation encourages the use of the techniques and technologies of communications to advance the process. The foundation works with public interest organizations to demonstrate new forms of interaction and self-determination and to gain an effective voice for social change.

Beginning in 1989, the foundation decided to focus its resources on operating projects which staff initiate and direct. This reorientation has dramatically reduced the foundation's grants budget while increasing the foundation's ability to demonstrate innovative uses of the media for issue advocacy and to help nonprofits advance their strategic use of communications and information technologies and services. The foundation does not accept grant proposals.

Communications Policy Project Publications include a number of briefings, edited and unedited transcripts, and videos from the Public Interest Summit on the National Information Infrastructure held March 29, 1994. A briefing booklet is free; edited transcripts are $10 each; videos vary as to format. Call for titles and costs. The Communications Policy Project maintains a number of other briefings and working papers, including reports on universal service, interactive television, and a poll on *What People Think About New Communications Technologies.* Call for titles and costs.

Notable successes include:

- Public Interest Summit (March 1994) – Almost 700 public interest advocates, nonprofit leaders, and government officials met in Washington for "Shaping the Information Infrastructure: The Public Interest Summit," a one day conference attracting top leaders from a wide cross-section of public interest, consumer, disability, environmental, civil rights, and other nonprofit groups to discuss the social, economic and political issues raised by the construction of the "Information Superhighway."
- Telecommunications and the Democratic Process (November 1993) – The Benton Foundation, the Center for Policy Alternatives and the Center for Civic Networking conducted a one-day conference to explore how telecommunications and information technologies can be used to broaden public participation in government decision making and the electoral process. The conference included state and local decision makers, grassroots practitioners, federal policymaking staff, experts in democratic theory and public interest leaders.
- Universal Service: New Challenges and New Options in Tomorrow's Network of Networks (October 1993) – The Benton Foundation and the Columbia Institute for Tele-Information (CITI) at Columbia University brought together leading academic experts and policymakers to explore what universal service has meant and why current programs to achieve it may unravel; consider recent findings on who remains without basic service today; hear new proposals to define and support universal service in the future; and address the special challenge of extending service affordably to rural areas. The audience included representatives from nonprofit organizations, industry, government and academia.
- Advocacy Video Conference (May 1993) – The Benton Foundation hosted a national conference to set new expectations for the use of video as a powerful tool for advocacy. The conference was designed to serve the needs of public interest leaders, video producers, and foundation executives. The conference profiled a wide variety of ways in which video can increase the effectiveness of communications initiatives by reaching a broader public in the medium that dominates our political and cultural discourse. Participants included almost 300 nonprofit leaders, foundation executives, producers, users, and media strategists.

Founded 1978

Woodward A. Wickham, Vice President for Public Affairs and Director of the General Program

The John D. and Catherine T. MacArthur Foundation is a private, independent grant-making institution committed to the search for lasting solutions to critical problems in Chicago and around the world by investing in creative people and ideas. In 1993, the Foundation awarded more than $150 million in grants through Foundation-wide initiatives and through eight programs: Community Initiatives, Education, Health, Fellows, Peace and International Cooperation, Population, World Environment and Resources, and the General Program. The Foundation provides support for media projects and media centers through the General Program. Media projects concerning subjects of interest to a topical program of the Foundation are supported, if at all, by the relevant program.

The General Program makes grants in support of innovative media projects, especially those that 1) increase the diversity of voices and viewpoints in television and radio; 2) improve public access to media production facilities; 3) enhance the economical distribution of quality video products to all who can benefit from them; and 4) promote the public interest in the new telecommunications environment. Woodward Wickham is the Foundation's vice president for public affairs and the director of the General Program. The media program officer of the General Program is Patricia Boero.

In 1993, the General Program awarded more than $5 million in support to projects including: Globalvision's "Rights and Wrongs" public television series; the National Latino Communications Center's "Chicano!" series; the promotion of Kartemquin's film Hoop Dreams; International Media Resource Exchange's development of a Latin American Video archive and data base; Videazimut's international symposium on new communications technologies; and Media Access Project's telecommunications policy research.

In addition to the media funding described above, in 1993 the Foundation awarded more than $2 million to 43 organizations throughout the United States under the program of support for media centers. In making choices among requests for support from media centers, the Foundation favors organizations with a strong potential for advancing equity in media and for promoting social justice and democracy through media, particularly video and film. The program of support for media centers is managed by Margie Nicholson, a consultant to the General Program.

In 1993, the program of support for media centers recognized six centers for exercising national leadership: Appalshop (Whitesburg, KY), Deep Dish TV (New York), Downtown Community Television (New York), Film Arts Foundation (San Francisco), the Neighborhood Film/Video Project at International House (Philadelphia), and the Southwest Alternate Media Project (Houston). Other grantees included: Alliance for Community Media (Washington, DC), Quote. . .Unquote (Albuquerque), and the Minneapolis Telecommunications Network.

Inquiries about the program of support for media centers may be submitted to Margie Nicholson, Public Service Media & Marketing, 1651 N. Dayton, #306, Chicago, IL 60614. Telephone 312/642-0884, Fax 312/642-1735.

The John D. and Catherine T. MacArthur Foundation
140 S. Dearborn St., Suite 1100
Chicago, IL 60603
312/726-8000 voice
4answers%macfdn@mcimail.com

National Telecommunications & Information Administration

Founded 1978

Larry Irving, Jr., Assistant Secretary for Communications and Information & NTIA Administrator

National Telecommunications & Information Administration (NTIA)
U.S. Department of Commerce, Room 4898
Washington, DC 20230
202/482-1551 voice
202/482-1635 fax
irving@ntia.doc.gov

The NTIA, a unit of the U.S. Department of Commerce, is headquartered in Washington, DC, with a satellite office in Annapolis, MD and a telecommunications laboratory facility in Boulder, CO. In fiscal year 1993, NTIA had a permanent staff of approximately 250 and an appropriation of $40,220,000.

NTIA's principal duties include:

- Acting as principal policy adviser and providing administrative support for the President, Vice President, and Secretary of Commerce Ron Brown on planning and implementation of the Administration's National Information Infrastructure (NII);
- Serving through the Secretary of Commerce as the principal adviser to the President on domestic and international communications and information policy-making;
- Developing pro-investment and pro-competitive policies for presentation before the Congress and the FCC and in bilateral and multilateral international conferences;

As part of its NII activities, NTIA has begun a number of outreach efforts to start an ongoing dialogue with private industry, academia, labor, public interest groups, and state and local governments. In November 1993, NTIA and the Annenberg Program cosponsored a federal-state-local planning summit in Washington, DC, which brought together officials from all levels of government to address issues raised by the NII.

NTIA has also participated in a variety of forums focusing on the potential impact of the NII initiative, including conferences sponsored by the U.S. Distance Learning Association, John Marshall Law School, and the Corporation for Public Broadcasting.

NTIA conducted a field hearing in Albuquerque on the topic of Universal Telecommunications Service in December 1993 in conjunction with the New Mexico State Corporation Commission (NMSCC). NTIA received testimony from 50 witnesses. NTIA will sponsor additional field hearings on the topic and on open network access in 1994.

Domestic Policy Initiatives include:

- Assistant Secretary Irving chairing an interagency Legislative Drafting Task Force that met regularly beginning in November 1993 to develop a legislative package on telecommunications reform initiatives to support the NII. The Vice President outlines several overarching goals for this effort in a speech in December 1993, which include encouraging private investment; promoting and protecting competition; providing open access to the network; avoiding creating a society of information "haves" and "have nots" and encouraging flexibility.
- NTIA also worked with Congress on the provisions of the Omnibus Budget Reconciliation Act, enacted in August 1993, that will improve spectrum management by authorizing the FCC to use competitive bidding to assign spectrum licenses.

Other duties include managing all Federal use of the electromagnetic spectrum and promoting efficient use of spectrum; in partnership with business and other federal agencies, conducting telecommunications technology research, including standards development; awarding grants through the NII demonstration project initiative, the Public Telecommunications Facilities Program, and the National Endowment for Children's Educational Television; and in partnership with the University of Hawai'i, providing satellite services for the Pan-Pacific Educational and Communications Experiments by Satellite (PEACESAT) Program.

NTIA administers a number of specific programs related to these duties, including the NII. In particular, NTIA played a primary role in drafting the vision paper entitled *National Information Infrastructure: Agenda for Action*, which announced the NII in September 1993. NTIA also began planning for a new program initiative to fund NII planning grants and networking pilot demonstration projects. This program will provide matching grants to state and local governments, health care providers, school districts, libraries, universities, and other non-profit entities.

The White House established the intergovernmental Information Infrastructure Task Force (IITF), chaired by Secretary Brown, to articulate and implement the Administration's vision for the NII and to help build consensus within the Federal government on policy issues. Assistant Secretary for Communications and Information Larry Irving chairs the Telecommunications Policy Committee of the IITF, which includes two working groups on Universal Service and International Telecommunications Policy. Irving also chairs the Administration's Legislative Drafting Task Force, which is drafting comprehensive telecommunications reform legislation.

NTIA also provides secretariat functions for the IITF and will for the NII Advisory Council, a group of 27 private and public sector representatives appointed by Secretary Brown to advise the Administration on NII-related issues and efforts. As part of these functions, NTIA operates the IITF Bulletin Board Service (BBS) at 202/501-1920 and the IITF gopher server at iitf.doc.gov, which are available to the public. NTIA's general BBS at 202/482-1199 contains NII information as well as information about other NTIA programs.

Electronic Frontier Foundation

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EFF holds an annual Computers, Freedom and Privacy Conference, where academics, civil libertarians, law enforcement officials and computer users all meet to discuss the privacy implications of communicating online. Each year at the conference, EFF presents its Pioneer Awards to individuals who have made significant and influential contribution to computer communications or to the empowerment of individuals in using computers.

Notable successes include 1) a suit against the US Secret Service on behalf of a BBS user (*Steve Jackson Games et al versus the U.S. Secret Service and the U.S. Government*), which established privacy protections for electronic publishers and users of electronic mail, 2) ongoing provision of legal services to those requesting advice in the area of online communications, and 3) the mobilization of members in three separate online grassroots campaigns, one in support of Representative Maria Cantwell's (D-WA) bill, HR 3627, which would amend the Export Control Act, resulting in 5,653 letters to her; and a second was a petition to Senator Patrick Leahy (D-VT) to hold hearings on the Clipper Chip, resulting in 1,629 letters to him. The hearings were held May 3, 1994.

Media Alliance

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workshops and publications, access to the ON-LINE Program, mailings about media arts activities, and eligibility to vote and or serve on the board of directors; and organizations, from $100 to $150 depending on annual budget, and includes previously mentioned benefits and a description in *Media Arts/New York: A Directory of Media Alliance Members.*

Publications include the bi-monthly *Media Matters,* as well as a number of guides, directories, mailing lists, reports and resources.

Media Alliance holds an annual conference, usually in the fall, and also conducts Emerging Arts Workshops throughout the year and other events as needed.

Notable successes include the award-winning program ON-LINE, for reduced cost artist access to high end production/post production services; and publication of *Video Preservation: Securing the Future of the Past,* a monograph on video preservation.

Media Democracy in Action

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Annual Conferences include: AIVF – monthly workshops and seminars; Alliance for Community Media – national conference in July (Boston 1995); NAMAC – National Conference and Congress alternates every other year. 1994 Congress in Oakland; NFCB – Annual Community Radio Conference (February 24-26, 1995 in Albuquerque.

Notable successes of members include 1) Creation of the Independent Television Service, 2) Formation of over 300 local media arts centers, and 3) Establishment of 750 community media centers serving over 2,000 communities, facilitating production of over 20,000 hours of new community TV programs each week.

If you haven't joined the Alliance for Community Media, here's how to become a member.

MEMBERSHIP ENROLLMENT FORM

(Please check all that apply)

Yes, I want to join the Alliance for Community Media. I am a(n):

☐ Access Staff Member ☐ Access Board Member
☐ Community Producer ☐ Cable Regulatory Staff or Board Member
☐ Other _____

ORGANIZATIONAL

☐ Over $100,000 annual revenues $275
☐ $10,000 to $100,000 annual revenues $175
☐ Under $10,000 annual revenues $75

All organizational memberships expire on September 30th of each year. Join between April and September and pay half the annual rate.

INDIVIDUAL

☐ Affiliated (available only if your organization is a member: includes paid staff, volunteer producers, board members, or other unpaid individuals associated with a member organization)
☐ Staff $35 ☐ Volunteer $25

☐ At-Large (includes professional or volunteer individuals who are not associated with a member organization)
☐ Advocate (volunteer) $30 ☐ Professional (salaried) $75
☐ Patron $120 ☐ Life $1,000

All individual memberships expire one year from the last day of the month in which you join.

SPECIAL CONTRIBUTION

I am including an additional amount to further support the activities of the Alliance and help broaden participation in the organization.
☐ $10 ☐ $15 ☐ $25 ☐ $40 ☐ $50 ☐ $ _____

SUBSCRIPTION ONLY (not a membership)

☐ Community Television Review (6 issues) $25

(Canada $30, other non-U.S. $35) *CTR* Subscriptions expire one year from the last day of the month in which you sign up.

TOTAL AMOUNT ENCLOSED $ _____

NAME AND ADDRESS (Please print)

Membership name (individual or organization)

Contact person (organizational members only)

Mailing Address

City State Zip

Phone (____) _____ Fax (____) _____

Name of organization of affiliation (affiliated members only)

TYPE OF ORGANIZATION

☐ Nonprofit ☐ Educational institution ☐ Library
☐ Government ☐ Cable system ☐ Other for profit org.

TYPE OF FACILITY (please check all that apply)

☐ Public access ☐ Education access ☐ Government access
☐ Local origination ☐ Leased access ☐ Other

DEMOGRAPHICS (individual members only)

This optional information will help us to better serve current and potential members.

☐ Black ☐ White ☐ Hispanic ☐ Asian or Pacific Islander
☐ Native American ☐ Other ☐ Female ☐ Male

Mail check or money order payable to the Alliance for Community Media, 666 11th Street, N.W., Suite 806, Washington, D.C. 20001-4542.

PROFILES IN COMMUNITY MEDIA DIRECTORY

Alliance for Community Media
666 11th Street NW, Suite 806
Washington, DC 20001-4542
202/393-2650 voice
202/393-2653 fax/jobline
217/359-9118 bbs

Alliance for Communications Democracy
c/o TCCC
124 E. Broadway
Tucson, AZ 85701
602/624-9833 voice
602/792-2565 fax
73441.1022@ compuserve.col

Association of Independent Video & Filmmakers
625 Broadway, 9th Floor
New York, NY 10012
212/473-3400 voice
212/677-8732 fax
aivffivf@aol.com

World Association of Community Radio Broadcasters
3575 Boul. St. Laurent, #704
Montreal, Quebec
CANADA H2X 2T7
514/982-0351 voice
514/849-7129 fax

The Benton Foundation
1634 I Street NW, 12th Floor
Washington, DC 20006
202/638-5770 voice
202/638-5771 fax
benton@benton.org

Center for Civic Networking
c/o Center for Policy Alternatives
1875 Connecticut Ave. NW, Suite 710
Washington, DC 20009
202/387-6030 voice
202/986-2539 fax
cfpa@cap.gwu.edu *not profiled*

Center for Media Education
1511 K Street NW, Suite 518
Washington, DC 20005
202/628-2620 voice
202/628-2554 fax
cme@access.digex.net

Center for Media Literacy
1962 S. Shenandoah St.
Los Angeles, CA 90034
310/559-2944 voice
310/559-9396 fax
800/226-9494 membership/orders

Computer Professionals for Social Responsibility
PO Box 717
Palo Alto, CA 94302-0717
415/322-3778 voice
415/322-4748 fax
cpsr@cpsr.org

Deep Dish TV
339 Lafayette St.
New York, NY 10012
212/473-8933 voice
212/420-8223 fax

Electronic Frontier Foundation
1001 G Street NW, Suite 950E
Washington, DC 20001
202/347-5400 voice
202/393-5509 fax
eff@eff.org internet

Fairness and Accuracy in Reporting
130 W. 25th St.
New York, NY 10001
212/633-6700 voice
212/727-7668 fax
fair@igc.org

Independent Television Service
190 Fifth Street East, Suite 200
St. Paul, MN 55101
612/225-9035 voice
612/225-9102
itvs@maroon.tc.umn.edu

The John D. and Catherine T. MacArthur Foundation
140 S. Dearborn St., Suite 1100
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4answers%macfdn@
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Media Alliance
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356 W. 58th St.
New York, NY 10026
212/560-2919 voice
212/560-6866 fax
mediaall@tmn.com

Media Democracy in Action
Temporary Address
c/o NAMAC
655 13th Street, Suite 201
Oakland, CA 94612
510/451-2717 voice
510/451-2715 fax

Media Network
39 W. 14th Street #403
New York, NY 10011
212/929-2663 voice
212/929-2732 fax

Media Working Group, Inc.
816 Greer Ave.
Covington, KY 41011
606/581-0033 voice
606/581-0009 fax
media@igc.apc.org

National Alliance for Media Arts & Culture
655 – 13th Street
Oakland, CA 94612
510/451-2717 voice
510/451-2715 fax
namac@aol.com
namac@tmn.com

National Association of Telecommunications Officers & Advisors
An affiliate of the National League of Cities
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National Federation of Community Broadcasters
666 11th St. NW, Suite 805
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COMKFK@DePaul.edu

Vidéazimut
3680 rue Jeanne-Mance, bureau 430
Montreal, Quebec
H2X 2K5 Canada
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514/982-6122 fax
videaz@web.apc.org

FROM THE FILES

Comprehensive Book on Community Television in the United States

Community Television in the United States, A Sourcebook on Public, Educational, and Governmental Access has just been released by Greenwood Publishing Group. The 280 page hardcover is by far the most comprehensive investigation of Community Television undertaken to date. Author Linda K. Fuller is an Assistant Professor in the Media Department of Worcester (Mass.) State College and a board member of her local Cable TV Commission. The book is dedicated to a friend of Ms. Fullers and, "...all the thousands of other volunteer activists working toward video democracy..." *Community Television in the United States* (CTUS) is an exhaustive source book chucked full of theory, facts, citations, illustrations, and appendixes. To say Ms. Fuller, "did her homework" is an understatement. Chapter headings include the following: 1. Considerations on the Promises and Problems of Community Television 2. Related Organizations and Individuals 3. Programming 4. Production and Producers 5. Examples of Community Television 6. Implications and Predications.

The book aims to encourage a movement such as we have not witnessed since the 1960s, mobilizing the public toward actions and advocacy regarding its media rights and responsibilities.

The flavor of CTUS is set in the opening acknowledgments. "Throughout its nearly quarter-century existence in the United States, community television has had a number of loyal proponents and practitioners. More than 150 pioneer advocates and activists for grassroots media contributed to this book, many of whom are included here (listed below) Like its subject, this compilation is of the people, by the people, and for the people." Lest you think this book is a propaganda tool for the industry, the author states on page one, "Although the potential for public, educational and governmental access has been vigorously addressed and advocated by a number of individuals and groups, its understanding and utilization at a wider level of our society have been seriously deficient. This book proposes to fill that gap. ...It defines different types of community television, examines the intrinsic promises and problems of the system, reviews the literature on this subject, and discusses both PEG access and other forms of community television from six perspectives: physical/technical characteristics, history, legal aspects, economic-political factors, social concerns, and shortcomings."

I've had the book in my possession for less than 24 hours so far and 4 of those have been spent hopping around from chapter to appendix to glossary. This is not light reading, but it also avoids the academic term paper feel. Ms. Fuller spices up her own opinions with thousands of salient references, examples and citations. This book is a must have for access stations, boards and advocates. It is laid out perfectly for application as the text in a college classroom. It can have a solid effect in legitimizing the movement and solidifying our history.

One of the few gaps I've discovered to date is the lack of much reference to how the commercial media has treated PEG access. Absent are the scathing reports about access made by major networks, tabloid video shows, mainstream press and weekly magazines. Unfortunately I fear this virtually wholesale trashing of PEG access has and will continue to have a profound effect on the public opinion formed around the movement. Maybe more books like this can diffuse the notion.

The book ends with "Future Considerations". Ms. Fuller wraps it up this way, "This study is a step in the direction of researching the role of media utilization in a society dominated by its communications technologies; it is time that we as citizens take control, whether as consumers or as owners/operators as well. The book aims to encourage a movement such as we have not witnessed since the 1960s, mobilizing the public toward actions and advocacy regarding its media rights and responsibilities. It seems only appropriate to end with a quotation by George Stoney: "Without doubt the most important social phenomenon of the latter part of the 20th century has been the enfranchisement of blacks, brought into being by the civil rights movement. When the idea of access is fully implemented, when it is carried beyond cable to all electronic media as I am confident it will be one day, this movement that is absorbing so much of our energies and concern today, will be seen as one every bit as important for the welfare of all Americans as was civil rights."

Let's hope so. Power to the People.

– Dirk Koning

Community Television in the United States, A Sourcebook on Public, Educational, and Governmental Access *is available through Greenwood Publishing Group, 88 Post Road West, PO Box 5007, Westport, CT 06881-5007, Phone 203 226 3571 Price $65 ISBN: 0-313-28601-9.*

Fear and Loathing at NAB with Erik Mollberg

Twisted times in Greedhead City...For whom the peacock screams...the Yanomamo and Sony...scams as chicanery for all...It's your fault, Dirk...

I have a real mean streak in me. This especially manifests itself on airplanes. I do not know if it's the food, being herded in a seat that would only fit Briar Rabbit or merely the insipid voice of the pilot as he calmly explains that we will be sitting on the tarmac for the next two hours because the engine won't start.

So naturally, I could not help turning to the woman next to me whose head was bowed in prayer. I said something like "You know, some people think that the only reason planes can fly in the first place is because everyone on the plane believes in the illusion.

Cezart! Was that the engine exploding or just the ice in my scotch? No matter, a few more rounds and my tolerance to any hysteria or emergency will quickly be deluded (dilaudad?) into a giggling mass of maniacal laughter.

I am here because I was asked by CMR, Community Media Review, to write an article on NAB, the National Association of Broadcasters equipment show in Las Vegas. The only reason they gave me the assignment was based merely on the fact that I was going any way, if for no other good reason than I had planned to attend. I was looking for possible equipment purchases for Channel 10, the station that I work for in Fort Wayne Indiana. The only tolerable part of this expedition was that I would be staying with friends, Tim and Charlotte, instead of a hotel.

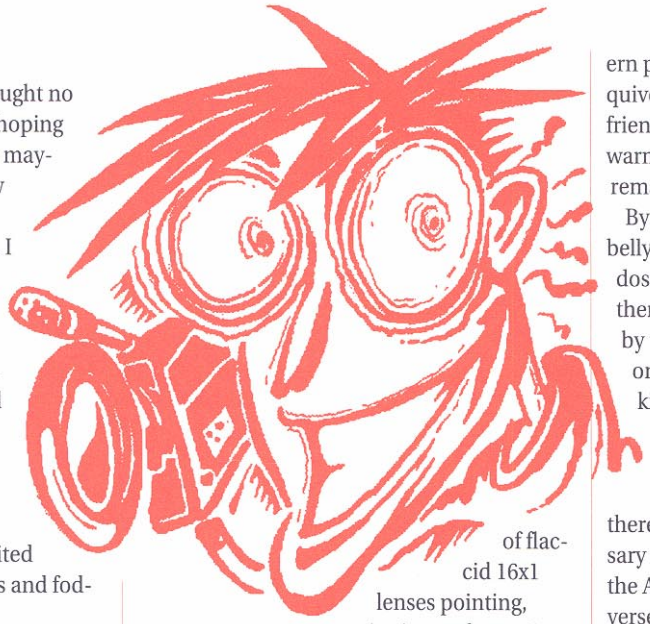
Tim picks me up from the airport in a red Ford station wagon. Slot machines are within the gamblers grasp when you leave the airplane. There is not even enough time to stumble into the arms of the sisters of mercy before you are thrust on your knees in front of the god of gluttony. Ross Perot comes to mind when he said "You will hear a giant sucking sound..."

We whirl through the city as Tim points out to me all that glitters is not pure electricity. My eyes, glazed over from the lack of sleep, are jarred into frantic shock. Washington D.C. is not as lit up at Christmas time as this place. Only one percent of Las Vegas electricity comes from the Hoover Dam. The rest is from coal burning furnaces that are plunked down like so many corn seeds. When Las Vegas needs more power...Zap! Another coal burning furnace. All for the sake of the scam.

continued next page

Chicanery.

The morning after my arrival brought no relief. I had made my way to NAB, hoping for some release and maybe a little mayhem. The entrance line to the show stretched for at least three blocks...in two different directions. I walked up to some very official looking people and asked if I needed to stand in line since I was pre-registered. They informed me that I had to indeed. Now mind you, I have hated lines since my college days and I know for a fact that most lines are unnecessary. It is merely a matter of finding one's place in the scheme of things. I waited for ten minutes with the other fools and fodder were...then I made my move.



Ah, sweep to the left...cross the swaggering line of suits...pause...pry open the nearest door...walk calmly into a large group of people. Now a swift right to the registration table and hand over my credentials. The man smiles and gives me my name badge along with a magnetic card. Good, none of this nonsense of carrying large packets of useless information around for days. They can mail it back to me when I return. Why is this so easy? What are these fool's doing standing in line? Ah yes, the sheep to the slaughter.

Now for a cup of cappuccino, a quick smoke and into the fray.

Video equipment gives one pause, if only because of the low level doses of radiation. Frankly, I avoid malls like the plague. There is too much visual stimulation for the eyes to handle. You see tourists and consumers clamoring for the best buys. Of which there really are none. Equipment shows are exactly like malls. NAB is nothing more than a cluster fuck for video fiends. Grab what free goodies can be had, talk with glib salespeople about their product or service...promise them that you will consider a purchase...then grab a few more free items and hope you can get away without giving up your identity. Remember, this is the information age and too many corporations want your inseam for their records.

Sex sells at NAB. Who am I kidding, sex sells everything. You see it in magazines, commercials and especially at video equipment shows, but even I have seen nothing like this. Elaborate sets, colorful beyond belief with 10 cameras pointing at women dressed as girls. In some cases I wondered if these women were of the age of consent. Camera operators are a vulgar lot, some of the most deviate characters I have had the perverse pleasure to have known. Now, these same people and their bosses are behind cameras, a multitude of flaccid 16x1 lenses pointing, grinning and zooming in on whatever part can be exposed for the moment.

Yes, this is the video industry and flash with glitz is what moves the makers when they cannot move themselves.

Sony had a new twist, though. They had a theater set up and well screened of from all the geeks-a-gawking. A plenitude of monitors were arranged in a tropical rain forest setting. I mean, the air was moist, humid, numerous trees with the sounds of birds and running water. The presentation started out with a video of various rain forest scenes and how important it was to man and necessary for all life on the planet. This is great, I thought, a large corporation taking an environmental stance like this in such a landraper setting. This could lead to all sorts of spin-offs at the convention if Sony has the balls for the follow though.

Suddenly the discussion on the screen turned from the diversity of life to the diversity of technology. What, where did that come from? Did someone stick some Mr. Natural in my coffee? Is this the beginning of the acid flashbacks all those doctors warned me of?

No, more jabbering about Sony keeping up with "technodiversity". Did I really hear that? The next 7 minutes dealt entirely on the subject of Sony's wonderful reputation in video adaptation. Yes, throw the buggers out of the jungle of Manhattan and into Brazil's jungle. Let's see them survive using their technodiversity on the Yanomamo tribe of South America. Indeed, the sight of Sony Corporate heads (better still, John Malone's) hanging as totems from spears and huts. Suits running pell mell through the copious forests, screaming for mercy as another warrior skewers a red power tied partner. Falling, wailing and howling like a pig at a midwestern picnic. Another suit behind a tree, lips quivering as they truss up the carcass of his friend. It brings a tear to my eyes. Yes, it warms the hearts of many I know who shall remain unnamed. You know who you are.

By the next day I am ready. I have had a belly full of vendors and with the proper dosage of caffeine I feel confidant to face them again. Besides, I was kept up all night by the neighbor's peacock. There is always one twisted chap who has to harbor this kind of creature. Peacocks scream. Loudly. The bastard kept me awake last night.

Of course, there is always someone there who will open themselves to an adversary of my type. Sure enough, I find myself at the AT&T booth displaying their own perverse version of video compression. 500 channels of video pay-per-view, banking from your home, shopping networks for the lame. Almost any kind of kink that the marketing boys could think of. Ah yes, a pretty blonde talking about wonders of AT&T to fat foreign dignitaries. AT&T brings good things to life. After a brief display of more senseless garbage, I managed to corner one hapless ignorant representative left standing for my enjoyment. "This is wonderful stuff" I said "But everything you are showing me is downstream. I want to see a demonstration of your upstream capabilities that are currently under research and development." He looks puzzled and says "Uh, well sir, I cannot show you that." I fix a gleam on him. "Why not, isn't there a quaint booth that displays that?" The stammering continues, "No sir, that type of equipment is simply too expensive and we at AT&T are not considering it as a viable service at this time. The cost is too prohibitive so we are not looking into it." Let's see how far this can go I thought. "Certainly you have some kind of plan, I mean, with all this hardware coming in the programming has to go out somewhere. How are you going to be interactive? How can the people communicate their ideas?" He brightened at this, "Oh, well, they could always use the videophone to talk to each other."

Ah me. I have to do it. I will not let the little bugger off without a dose of paranoia. "What!?! I scream. "You mean to tell me that you will take control of the public right of ways, public airwaves and the NII without allowing the people an opportunity to participate? God's man, what kind of fiendish plot have you sprung? Are you going to stand there and honestly admit to stealing candy from the mouths of babes, force cheap jewelry on housewives and wrestle the remote control from millions of your fellow

Americans. You mean you will not even give them the benefit of dribbling a few silver coins into their purse before you kick them? Have you gone mad?"

What else could I have expected from a salesman? I had just read an article in Multichannel News with a Baby Bell operator saying that cable TV sees video programming as Wayne's World. This kind of thought process lets you into the mind of what the telcos have in store for the community. You have no worth other than to fill their pockets. Yea, I say unto you, you must organize against them. The truth is not within them. If you don't stop these slime now you will be like pigs in the wilderness. Lost and someone else's meal.

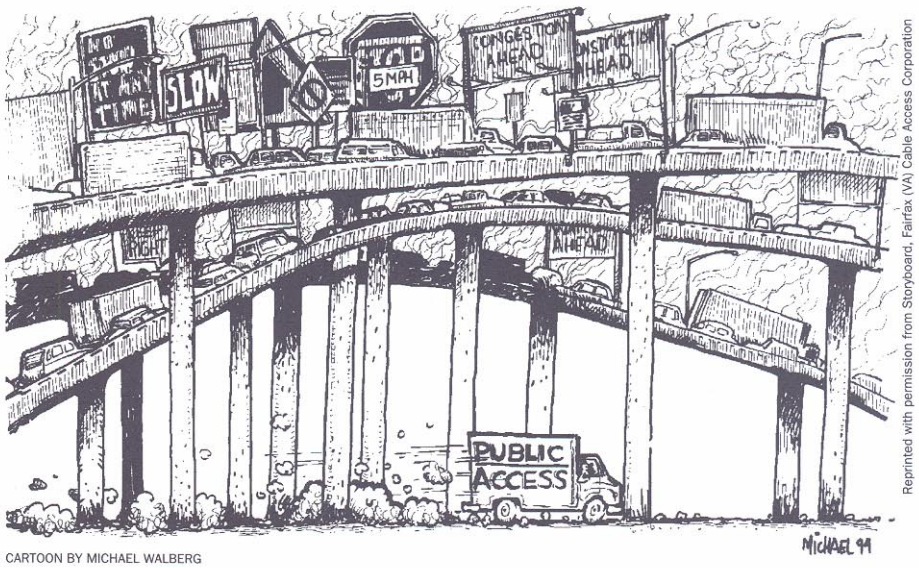
After that episode, there was no fun to be had except in a bottle of Wild Turkey and blathering at vendors who could only stare at the strange zealot spouting off about freeing the masses. In the final analysis, the vendor giveaways were cheap and the video equipment was beyond the price of most access facilities. All I could do was get drunk, depressed and poke fun at anyone. Vendors received no mercy, they were only carnival barkers. Yes, the glow of Vegas became dim for me as my bloodshot eyes grew wide with demon alcohol. All I could do was curse that Dutch Zuni from Grand Rapids Michigan who sent me to this wretched land in the first place. Well, I hope you are satisfied. Selah.

Erik Mollberg is Public Access Coordinator at Channel 10, Allen County Public Library, 900 Webster St., Fort Wayne, IN 46801-2270. Telephone 219/424-7241. Fax 219/422-9688.

Office of Technology Assessment Charts a Case for Government

Lawmakers and businessmen at the turn of the century reacted only after new technologies had restructured their society. However, citizens today have an opportunity to comprehend and prepare for the radical changes taking place as the concept of a National Information Infrastructure (NII) moves from vision to reality, says the congressional Office of Technology Assessment (OTA).

The Clinton Administration announced in September 1993 an initiative to promote the development of NII ... "that would create a seamless web of communications networks, computers, databases, and consumer electronics that will put vast amounts of information at users' fingertips. ...[That] can help unleash an information revolution that will change forever the way people live, work, and interact with each other."



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CARTOON BY MICHAEL WALBERG

Navigating the Information Superhighway

The initiative relies on the private sector to innovate and aggressively pursue the deployment of these technologies. But certain problems in the deployment of the NII will persist that only the government can address, says OTA.

In testimony before the House Committee on Science, Space, and Technology, OTA released the findings of its *Report Electronic Enterprises: Looking to the Future.* In the Report, OTA takes a strategic look at the development of electronic commerce, and outlines the characteristics of the infrastructure that must support it.

To support U.S. businesses and to ensure a competitive economic playing field, the information infrastructure will need to be flexible and open, seamless and interoperable and evenly and broadly deployed, says OTA. The Report lays out a number of government strategies to promote a network architecture that meets these requirements.

The US is in the midst of a transition created in part by advances in communication and information technologies. These developments are radically altering the US economy and changing the way that business is conducted. Markets are expanding globally; business organizations are streamlining; what we normally think of as a firm is becoming blurred; some worker skills are becoming obsolete requiring worker retraining; and production is being carried out "just-in-time" on a flexible schedule, rather than being mass-produced. These changes are fundamental and far-reaching.

OTA emphasizes that in an electronically networked economy, the design and underlying architecture of the global information infrastructure will have a major impact on national economic growth and development. If American businesses are to benefit fully from electronic commerce, says OTA, not only technology but also social and economic factors that govern the use of networking technologies need adequate attention in designing infrastructure policy.

To address these factors, the government will need to look beyond the traditional role of "regulator," and consider the full range of strategies that it might pursue, says OTA. In its other various roles as broker, promoter, educator, and institution-builder, the government must establish the rules of the game and the incentive structure that will help determine private sector choices. As regulator, government will need to ensure that electronic markts are evenly deployed, open, and accessible on an equitable basis.

Whether in work relationships within a firm, competition in the marketplace, or trading relations among nations, having access to information and the ability to use it strategically will be the keys to success or failure. What is different today, OTA points out, is the extent to which knowledge is now embedded in information and communication technologies. As a result, choices about the design, architecture and structure, or the rules and regulations of network technologies will be irreversible in the short- to medium-term. Requesters for the study are the Senate Committee on Commerce, Science, and Transportation, and the House Committee on Science, Space, and Technology.

Copies of the 190-page Report Electronic

continued next page

Executive Director

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Seeking director for non-profit public access center, founded in 1983, in greater Boston area. SCAT provides training and equipment to an active diverse membership, 60 hours/week of programming, collaborative projects with community organizations, and training programs for youth. Annual budget: approx. $300,000; 7 full- and part-time staff plus consultants.

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213 East Fourth Street
St. Paul, MN 55101

CASP is an EOE. Women and minorities encouraged to apply.

Office of Technology Assessment Charts a Case for Government

continued from previous page

Enterprises: Looking to the Future are available from the Superintendent of Documents, U.S. Government Printing Office, and from the National Technical Information Service. To inquire about availability, call OTA at 202/ 224-8996 or email pubsrequest@ota.gov. For copies for congressional use, please call 202/ 224-9241. A 4-page summary and testimony delivered at the hearing are available electronically. The Report is available electronically. To download via ftp from OTA, use the following procedures: ftp to otabbs.ota.gov (152.63.20.13). Login as anonymous. Password is your email address. File is in the directory /pub/elenter.

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